

# Global Cochlear Implants Market (2019-2025)

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## Abstracts

The Global Cochlear Implants Market size is expected to reach \$2,706.4 million by 2025, rising at a market growth of 10.2% CAGR during the forecast period (2019-2025). Cochlear implants can be defined as the electronic medical devices used for replacing the internal ear function if it gets damaged. In contrast to other listening aids, cochlear implants are used to bypass the harmed inner ear skin cells (cochlea) to promote the transmission of sound signals to the body. These implants are helpful in both ears for patients with average to extreme listening impairment.

Market growth of cochlear implants can be ascribed to a favorable reimbursement situation, increased awareness of hearing aids, and increased implant adoption. Besides, technological advances in cochlear implants to render the instrument more effective and user-friendly can increase the demand. And this is expected to propel the market growth during the forecast period. Because of the proximity of cochlear implant surgery to several essential parts of the inner ear, some patients report a post-operative sense of imbalance or vertigo. There have been numerous reasons, including the vibrations caused by drilling during surgery that patients may suffer from vertigo after the surgery. And this can be a major restraining factor for market growth.

The key players operating in the market are Cochlear Ltd., MED-EL GmbH, Sonova Holding AG, William Demant Holding A/S, Starkey, Nurotron Biotechnology Co. Ltd., Widex USA, Inc., Cochlear Ltd., Advanced Bionics AG, and Oticon Medical. Market players are taking step-by-step approaches to leverage business possibilities. Companies focus on creative market-space competitive policies.

For example, in March 2019, Widex USA merged with Sivantos named after WS Audiology for developing hearing aids solutions.

Likewise, the Switzerland based company, MED-EL released SONNET 2 audio

processor and MAESTRO 8 fitting software to provide the best hearing audio quality.

In January 2019, Cochlear Ltd. launched Nucleus 7 Sound Processor, implantable hearing device for the people with single-sided deafness, conductive and mixed hearing loss. In the same year, in March, the company expanded its reach to the UK to provide the criteria for a cochlear implant to professionals.

Based on Fitting Type, the market is segmented into Unilateral Implantation and Bilateral Implantation. Based on End Use, the market is segmented into Pediatrics and Adults. Based on Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The overall cochlear implant market was dominated by unilateral implantation in 2018. Unilateral implantation dominance is largely attributed to higher consumer demand. Unilateral implantation surgery is performed at a reduced price than bilateral implant surgery. Also, several pieces of research have found a more cost-effective unilateral cochlear implant for adults. High demand from the older customer population is, therefore, likely to be responsible for the industry's dominance.

Geographically, Europe dominated the market in 2018 and during the forecast period is anticipated to keep its position. This is mainly linked to the European Union's favorable health infrastructure, which enables early implantation. Over the coming years, Asia Pacific is expected to experience the fastest development. This can be ascribed to increased consciousness of market players in the region and local involvement.

The major strategies followed by the market participants are Product launches and Partnerships & Collaborations. Based on the Analysis presented in the Cardinal matrix, Sonova Holding AG and Medtronic PLC are some of the forerunners in the Cochlear Implants Market. Medtronic acquired Sophono in order to enhance its ENT procedures by developing hearing devices. Sonova opened a new training center in Germany in order to provide training program for hearing care professionals. Sonova released Belong comprises of pioneering lithium-ion rechargeable battery technology in hearing aids.

Companies such as Cochlear Ltd., Med-EL GmbH, William Demant Holding A/S, Starkey laboratories, Inc., Widex A/S, Amplifon SpA, Oticon Medical AB, and GN Store Nord A/S are some of the key innovators in Cochlear Implants Market. Widex USA merged with Sivantos named after WS Audiology for developing hearing aids solutions.

Amplifon took over GAES Group in order to expand its business in hearing aid. MED-EL acquired bone conduction technology from Otorix AB in order to strengthen its portfolio of hearing solutions.

## Strategies Deployed in Global Cochlear Implants Market

### Partnerships, Collaborations and Agreements

Sep 2019 - GN Hearing collaborated with Cochlear Ltd. in order to launch Bluetooth® Low Energy (BLE) for the people with hearing loss.

Nov 2018 - Cochlear Ltd. collaborated with GN in which Smart Hearing Alliance will be expanded in order to provide hearing aid and cochlear implants recipients' access to connectivity and wireless technology.

Aug 2018 - Oticon Medical signed partnership agreement with Your Hearing Network in order to empower hearing care practices.

Aug 2018 - GN Hearing came into partnership with Google in which GN will become the first manufacturer for enabling full spectrum of direct audio streaming from Android devices to hearing aids.

Feb 2018 - Cochlear Ltd. signed an agreement with Royal Victorian Eye and Ear Hospital and the Victorian Government for opening a new regional Cochlear Care Centre.

Feb 2018 - Oticon Medical collaborated with SMART-TRIAL in order to increase hearing implants clinical trials.

Dec 2017 - Cochlear Ltd. teamed up with Sensorion in order to study therapies for cochlear implants patients.

Nov 2016 - Demant came into partnership with Sonova in order to lead the U.S. market by developing new products.

Jan 2016 - Starkey collaborated with Bragi in order to transform hearable and wearable technology.

### Product Launches and Expansions

Sep 2019 - Sonova opened a new training center in Germany in order to provide training program for hearing care professionals.

Jul 2019 - MED-EL released SONNET 2 audio processor and MAESTRO 8 fitting software in order to provide best hearing audio quality.

Jun 2019 - Oticon Medical introduced Ponto 4, high-performing sound processor bone anchored device.

Apr 2019 - Oticon Medical launched the Ponto Trial Companion App, an app which

helps the patients in evaluating bone-anchored hearing.

Mar 2019 - Cochlear Ltd. expanded its reach to UK on order to provide the criteria for cochlear implant to professionals.

Jan 2019 - Cochlear Ltd. launched Nucleus 7 Sound Processor, implantable hearing device for the people with single-sided deafness, conductive and mixed hearing loss.

Aug 2018 - Starkey announced the launch of Livio AI, Healthable™ hearing aid in order to utilize artificial intelligence and sensors.

Aug 2018 - GN Hearing launched new Premium-Plus hearing aid, ReSound LiNX Quattro, which offers new category of hearing solution and has the features of rechargeability and sound quality.

May 2018 - Widex USA launched Widex EVOKE, hearing aid which is easily adjustable.

Feb 2018 - Starkey introduced new Muse iQ Rechargeable, the smartest rechargeable hearing aid for ease and convenience.

Nov 2017 - Widex USA announced the launch of Widex CUSTOM which is better fit and have customizable controls.

Oct 2017 - Widex USA introduced new BEYOND™ Color Palette in order to provide sound and exceptional connectivity for wearers.

Sep 2017 - MED-EL introduced RONDO 2, first cochlear implant audio processor with wireless charging in order to deal with hassles of changing batteries and adjusting the processors.

Aug 2017 - Starkey launched a new line of hearing aids such as Muse iQ, SoundLens Synergy iQ, Halo iQ, and TruLink Remote in order to advance audiology and signal processing.

Jul 2017 - Cochlear Ltd. introduced iPhone cochlear implant sound processor in order to provide greater connectivity and wireless solutions.

May 2017 - MED-EL announced the launch of MAESTRO 7.0 System Software in order to program multichannel MED-EL cochlear implant systems.

Feb 2017 - Sonova launched Bolero™ B-PR, for behind-the-ear (BTE) hearing devices in order to broaden its portfolio.

Jan 2017 - Starkey released Acuity OS 2, the new Halo™ 2 RIC 312 and next generation of the TruLink Hearing Control App for people with hearing aids.

Jun 2016 - Sonova released Belong comprises of pioneering lithium-ion rechargeable battery technology in hearing aids.

## Mergers & Acquisitions

Mar 2019 - Widex USA merged with Sivantos named after WS Audiology for developing hearing aids solutions.

Jul 2018 - Amplifon took over GAES Group in order to expand its business in hearing

aid.

Aug 2016 - Medtronic acquired Sophono in order to enhance its ENT procedures by developing hearing devices.

Jul 2016 - MED-EL acquired bone conduction technology from Otorix AB in order to strengthen its portfolio of hearing solutions.

Mar 2015 - Medtronic took over Covidien in order to expand its hearing aid business technology.

## Scope of the Study

### Market Segmentation:

#### By Fitting Type

Unilateral Implantation

Bilateral Implantation

#### By End Use

Pediatrics

Adults

#### By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

### Companies Profiled

MED-EL GmbH

Sonova Holding AG

William Demant Holding A/S

Starkey laboratories, Inc.

GN Store Nord A/S (GN Hearing A/S)

Amplifon SpA (Ampliter N.V.)

Widex A/S

Oticon Medical AB

Cochlear Ltd.

Medtronic PLC

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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Global Cochlear Implants Market, by Fitting Type
  - 1.4.2 Global Cochlear Implants Market, by End Use
  - 1.4.3 Global Cochlear Implants Market, by Geography
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches and Expansions
  - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
  - 3.3.2 Key Strategic Move: (Product Launches: 2019-Jul-2016-Jun) Leading Players

### **CHAPTER 4. GLOBAL COCHLEAR IMPLANTS MARKET BY FITTING TYPE**

- 4.1 Global Unilateral Implantation Cochlear Implants Market by Region
- 4.2 Global Bilateral Implantation Cochlear Implants Market by Region

### **CHAPTER 5. GLOBAL COCHLEAR IMPLANTS MARKET BY END USE**

- 5.1 Global Pediatrics Market by Region
- 5.2 Global Adults Market by Region

## **CHAPTER 6. GLOBAL COCHLEAR IMPLANTS MARKET BY REGION**

- 6.1 North America Cochlear Implants Market
  - 6.1.1 North America Cochlear Implants Market by Fitting Type
    - 6.1.1.1 North America Unilateral Implantation Cochlear Implants Market by Country
    - 6.1.1.2 North America Bilateral Implantation Cochlear Implants Market by Country
  - 6.1.2 North America Cochlear Implants Market by End Use
    - 6.1.2.1 North America Pediatrics Market by Country
    - 6.1.2.2 North America Adults Market by Country
  - 6.1.3 North America Cochlear Implants Market by Country
    - 6.1.3.1 US Cochlear Implants Market
      - 6.1.3.1.1 US Cochlear Implants Market by Fitting Type
      - 6.1.3.1.2 US Cochlear Implants Market by End Use
    - 6.1.3.2 Canada Cochlear Implants Market
      - 6.1.3.2.1 Canada Cochlear Implants Market by Fitting Type
      - 6.1.3.2.2 Canada Cochlear Implants Market by End Use
    - 6.1.3.3 Mexico Cochlear Implants Market
      - 6.1.3.3.1 Mexico Cochlear Implants Market by Fitting Type
      - 6.1.3.3.2 Mexico Cochlear Implants Market by End Use
    - 6.1.3.4 Rest of North America Cochlear Implants Market
      - 6.1.3.4.1 Rest of North America Cochlear Implants Market by Fitting Type
      - 6.1.3.4.2 Rest of North America Cochlear Implants Market by End Use
- 6.2 Europe Cochlear Implants Market
  - 6.2.1 Europe Cochlear Implants Market by Fitting Type
    - 6.2.1.1 Europe Unilateral Implantation Cochlear Implants Market by Country
    - 6.2.1.2 Europe Bilateral Implantation Cochlear Implants Market by Country
  - 6.2.2 Europe Cochlear Implants Market by End Use
    - 6.2.2.1 Europe Pediatrics Market by Country
    - 6.2.2.2 Europe Adults Market by Country
  - 6.2.3 Europe Cochlear Implants Market by Country
    - 6.2.3.1 Germany Cochlear Implants Market
      - 6.2.3.1.1 Germany Cochlear Implants Market by Fitting Type
      - 6.2.3.1.2 Germany Cochlear Implants Market by End Use
    - 6.2.3.2 UK Cochlear Implants Market
      - 6.2.3.2.1 UK Cochlear Implants Market by Fitting Type
      - 6.2.3.2.2 UK Cochlear Implants Market by End Use

- 6.2.3.3 France Cochlear Implants Market
  - 6.2.3.3.1 France Cochlear Implants Market by Fitting Type
  - 6.2.3.3.2 France Cochlear Implants Market by End Use
- 6.2.3.4 Russia Cochlear Implants Market
  - 6.2.3.4.1 Russia Cochlear Implants Market by Fitting Type
  - 6.2.3.4.2 Russia Cochlear Implants Market by End Use
- 6.2.3.5 Spain Cochlear Implants Market
  - 6.2.3.5.1 Spain Cochlear Implants Market by Fitting Type
  - 6.2.3.5.2 Spain Cochlear Implants Market by End Use
- 6.2.3.6 Italy Cochlear Implants Market
  - 6.2.3.6.1 Italy Cochlear Implants Market by Fitting Type
  - 6.2.3.6.2 Italy Cochlear Implants Market by End Use
- 6.2.3.7 Rest of Europe Cochlear Implants Market
  - 6.2.3.7.1 Rest of Europe Cochlear Implants Market by Fitting Type
  - 6.2.3.7.2 Rest of Europe Cochlear Implants Market by End Use
- 6.3 Asia Pacific Cochlear Implants Market
  - 6.3.1 Asia Pacific Cochlear Implants Market by Fitting Type
    - 6.3.1.1 Asia Pacific Unilateral Implantation Cochlear Implants Market by Country
    - 6.3.1.2 Asia Pacific Bilateral Implantation Cochlear Implants Market by Country
  - 6.3.2 Asia Pacific Cochlear Implants Market by End Use
    - 6.3.2.1 Asia Pacific Pediatrics Market by Country
    - 6.3.2.2 Asia Pacific Adults Market by Country
  - 6.3.3 Asia Pacific Cochlear Implants Market by Country
    - 6.3.3.1 China Cochlear Implants Market
      - 6.3.3.1.1 China Cochlear Implants Market by Fitting Type
      - 6.3.3.1.2 China Cochlear Implants Market by End Use
    - 6.3.3.2 Japan Cochlear Implants Market
      - 6.3.3.2.1 Japan Cochlear Implants Market by Fitting Type
      - 6.3.3.2.2 Japan Cochlear Implants Market by End Use
    - 6.3.3.3 India Cochlear Implants Market
      - 6.3.3.3.1 India Cochlear Implants Market by Fitting Type
      - 6.3.3.3.2 India Cochlear Implants Market by End Use
    - 6.3.3.4 South Korea Cochlear Implants Market
      - 6.3.3.4.1 South Korea Cochlear Implants Market by Fitting Type
      - 6.3.3.4.2 South Korea Cochlear Implants Market by End Use
    - 6.3.3.5 Singapore Cochlear Implants Market
      - 6.3.3.5.1 Singapore Cochlear Implants Market by Fitting Type
      - 6.3.3.5.2 Singapore Cochlear Implants Market by End Use
    - 6.3.3.6 Malaysia Cochlear Implants Market

- 6.3.3.6.1 Malaysia Cochlear Implants Market by Fitting Type
- 6.3.3.6.2 Malaysia Cochlear Implants Market by End Use
- 6.3.3.7 Rest of Asia Pacific Cochlear Implants Market
  - 6.3.3.7.1 Rest of Asia Pacific Cochlear Implants Market by Fitting Type
  - 6.3.3.7.2 Rest of Asia Pacific Cochlear Implants Market by End Use
- 6.4 LAMEA Cochlear Implants Market
  - 6.4.1 LAMEA Cochlear Implants Market by Fitting Type
    - 6.4.1.1 LAMEA Unilateral Implantation Cochlear Implants Market by Country
    - 6.4.1.2 LAMEA Bilateral Implantation Cochlear Implants Market by Country
  - 6.4.2 LAMEA Cochlear Implants Market by End Use
    - 6.4.2.1 LAMEA Pediatrics Market by Country
    - 6.4.2.2 LAMEA Adults Market by Country
  - 6.4.3 LAMEA Cochlear Implants Market by Country
    - 6.4.3.1 Brazil Cochlear Implants Market
      - 6.4.3.1.1 Brazil Cochlear Implants Market by Fitting Type
      - 6.4.3.1.2 Brazil Cochlear Implants Market by End Use
    - 6.4.3.2 Argentina Cochlear Implants Market
      - 6.4.3.2.1 Argentina Cochlear Implants Market by Fitting Type
      - 6.4.3.2.2 Argentina Cochlear Implants Market by End Use
    - 6.4.3.3 UAE Cochlear Implants Market
      - 6.4.3.3.1 UAE Cochlear Implants Market by Fitting Type
      - 6.4.3.3.2 UAE Cochlear Implants Market by End Use
    - 6.4.3.4 Saudi Arabia Cochlear Implants Market
      - 6.4.3.4.1 Saudi Arabia Cochlear Implants Market by Fitting Type
      - 6.4.3.4.2 Saudi Arabia Cochlear Implants Market by End Use
    - 6.4.3.5 South Africa Cochlear Implants Market
      - 6.4.3.5.1 South Africa Cochlear Implants Market by Fitting Type
      - 6.4.3.5.2 South Africa Cochlear Implants Market by End Use
    - 6.4.3.6 Nigeria Cochlear Implants Market
      - 6.4.3.6.1 Nigeria Cochlear Implants Market by Fitting Type
      - 6.4.3.6.2 Nigeria Cochlear Implants Market by End Use
    - 6.4.3.7 Rest of LAMEA Cochlear Implants Market
      - 6.4.3.7.1 Rest of LAMEA Cochlear Implants Market by Fitting Type
      - 6.4.3.7.2 Rest of LAMEA Cochlear Implants Market by End Use

## **CHAPTER 7. COMPANY PROFILES**

- 7.1 MED-EL GmbH
  - 7.1.1 Company Overview

- 7.1.1 Recent strategies and developments:
  - 7.1.1.1 Product launches:
  - 7.1.1.2 Acquisitions and mergers:
- 7.2 Sonova Holding AG
  - 7.2.1 Company Overview
  - 7.2.2 Financial Analysis
  - 7.2.3 Segmental and Regional Analysis
  - 7.2.4 Research & Development Expense
  - 7.2.5 Recent strategies and developments:
    - 7.2.5.1 Product launches:
    - 7.2.5.2 Expansions:
- 7.3 William Demant Holding A/S
  - 7.3.1 Company Overview
  - 7.3.2 Financial Analysis
  - 7.3.3 Segmental and Regional Analysis
  - 7.3.4 Research & Development Expense
  - 7.3.5 Recent strategies and developments:
    - 7.3.5.1 Collaborations, partnerships, and agreements:
- 7.4 Starkey laboratories, Inc.
  - 7.4.1 Company Overview
  - 7.4.2 Recent strategies and developments:
    - 7.4.2.1 Collaborations, partnerships, and agreements:
    - 7.4.2.2 Product launches:
- 7.5 GN Store Nord A/S (GN Hearing A/S)
  - 7.5.1 Company Overview
  - 7.5.2 Financial Analysis
  - 7.5.3 Segmental and Regional Analysis
  - 7.5.4 Recent strategies and developments:
    - 7.5.4.1 Collaborations, partnerships, and agreements:
    - 7.5.4.2 Product launches:
- 7.6 Amplifon SpA (Ampliter N.V.)
  - 7.6.1 Company Overview
  - 7.6.2 Recent strategies and developments:
    - 7.6.2.1 Acquisitions and mergers:
- 7.7 Widex A/S
  - 7.7.1 Company Overview
  - 7.7.2 Recent strategies and developments:
    - 7.7.2.1 Product launches:
    - 7.7.2.2 Acquisitions and mergers:

## 7.8 Oticon Medical AB

### 7.8.1 Company Overview

### 7.8.2 Recent strategies and developments:

#### 7.8.2.1 Collaborations, partnerships, and agreements:

#### 7.8.2.2 Product launches:

## 7.9 Cochlear Ltd.

### 7.9.1 Company Overview

### 7.9.2 Financial Analysis

### 7.9.3 Segmental and Regional Analysis

### 7.9.4 Research & Development Expense

### 7.9.5 Recent strategies and developments:

#### 7.9.5.1 Collaborations, partnerships, and agreements:

#### 7.9.5.2 Product launches:

#### 7.9.5.3 Expansions:

## 7.1 Medtronic PLC

### 7.10.1 Company overview

### 7.10.2 Financial Analysis

### 7.10.3 Segmental and Regional Analysis

### 7.10.4 Research & Development Expenses

### 7.10.5 Recent strategies and developments:

#### 7.10.5.1 Acquisitions and mergers:

## List Of Tables

### LIST OF TABLES

TABLE 1 GLOBAL COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 2 GLOBAL COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– COCHLEAR IMPLANTS MARKET

TABLE 4 PRODUCT LAUNCHES AND EXPANSIONS– COCHLEAR IMPLANTS MARKET

TABLE 5 MERGERS & ACQUISITIONS – COCHLEAR IMPLANTS MARKET

TABLE 6 GLOBAL COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 7 GLOBAL COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 8 GLOBAL UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 9 GLOBAL UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 10 GLOBAL BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 11 GLOBAL BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 12 GLOBAL COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 13 GLOBAL COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 14 GLOBAL PEDIATRICS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 15 GLOBAL PEDIATRICS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 16 GLOBAL ADULTS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 17 GLOBAL ADULTS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 18 GLOBAL COCHLEAR IMPLANTS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 19 GLOBAL COCHLEAR IMPLANTS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 20 NORTH AMERICA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 21 NORTH AMERICA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 22 NORTH AMERICA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 23 NORTH AMERICA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 24 NORTH AMERICA UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 25 NORTH AMERICA UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 26 NORTH AMERICA BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 27 NORTH AMERICA BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 28 NORTH AMERICA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 29 NORTH AMERICA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 30 NORTH AMERICA PEDIATRICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 31 NORTH AMERICA PEDIATRICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 32 NORTH AMERICA ADULTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 33 NORTH AMERICA ADULTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 34 NORTH AMERICA COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 35 NORTH AMERICA COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 36 US COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 37 US COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 38 US COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 39 US COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 40 US COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 41 US COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 42 CANADA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION



TABLE 43 CANADA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 44 CANADA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 45 CANADA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 46 CANADA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 47 CANADA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 48 MEXICO COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 49 MEXICO COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 50 MEXICO COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 51 MEXICO COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 52 MEXICO COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 53 MEXICO COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 54 REST OF NORTH AMERICA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 55 REST OF NORTH AMERICA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 56 REST OF NORTH AMERICA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 57 REST OF NORTH AMERICA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 58 REST OF NORTH AMERICA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 59 REST OF NORTH AMERICA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 60 EUROPE COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 61 EUROPE COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 62 EUROPE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 63 EUROPE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 64 EUROPE UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 65 EUROPE UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 66 EUROPE BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 67 EUROPE BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 68 EUROPE COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 69 EUROPE COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 70 EUROPE PEDIATRICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 71 EUROPE PEDIATRICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 72 EUROPE ADULTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 73 EUROPE ADULTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 74 EUROPE COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 75 EUROPE COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 76 GERMANY COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 77 GERMANY COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 78 GERMANY COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 79 GERMANY COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 80 GERMANY COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 81 GERMANY COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 82 UK COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 83 UK COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 84 UK COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 85 UK COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 86 UK COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 87 UK COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD

MILLION

TABLE 88 FRANCE COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 89 FRANCE COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 90 FRANCE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 91 FRANCE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 92 FRANCE COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 93 FRANCE COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 94 RUSSIA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 95 RUSSIA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 96 RUSSIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 97 RUSSIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 98 RUSSIA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 99 RUSSIA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 100 SPAIN COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 101 SPAIN COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 102 SPAIN COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 103 SPAIN COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 104 SPAIN COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 105 SPAIN COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 106 ITALY COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 107 ITALY COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 108 ITALY COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 109 ITALY COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 110 ITALY COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 111 ITALY COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 112 REST OF EUROPE COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 113 REST OF EUROPE COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 114 REST OF EUROPE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 115 REST OF EUROPE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 116 REST OF EUROPE COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 117 REST OF EUROPE COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 118 ASIA PACIFIC COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 119 ASIA PACIFIC COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 120 ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 121 ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 122 ASIA PACIFIC UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 123 ASIA PACIFIC UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 124 ASIA PACIFIC BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 125 ASIA PACIFIC BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 126 ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 127 ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 128 ASIA PACIFIC PEDIATRICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 129 ASIA PACIFIC PEDIATRICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 130 ASIA PACIFIC ADULTS MARKET BY COUNTRY, 2015 - 2018, USD

MILLION

TABLE 131 ASIA PACIFIC ADULTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 132 ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 133 ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 134 CHINA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 135 CHINA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 136 CHINA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 137 CHINA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 138 CHINA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 139 CHINA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 140 JAPAN COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 141 JAPAN COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 142 JAPAN COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 143 JAPAN COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 144 JAPAN COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 145 JAPAN COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 146 INDIA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 147 INDIA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 148 INDIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 149 INDIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 150 INDIA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 151 INDIA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 152 SOUTH KOREA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 153 SOUTH KOREA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 154 SOUTH KOREA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 155 SOUTH KOREA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 156 SOUTH KOREA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 157 SOUTH KOREA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 158 SINGAPORE COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 159 SINGAPORE COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 160 SINGAPORE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 161 SINGAPORE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 162 SINGAPORE COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 163 SINGAPORE COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 164 MALAYSIA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 165 MALAYSIA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 166 MALAYSIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 167 MALAYSIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 168 MALAYSIA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 169 MALAYSIA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 170 REST OF ASIA PACIFIC COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 171 REST OF ASIA PACIFIC COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 172 REST OF ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 173 REST OF ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY FITTING

TYPE, 2019 - 2025, USD MILLION

TABLE 174 REST OF ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 175 REST OF ASIA PACIFIC COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 176 LAMEA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 177 LAMEA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 178 LAMEA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 179 LAMEA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 180 LAMEA UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 181 LAMEA UNILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 182 LAMEA BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 183 LAMEA BILATERAL IMPLANTATION COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 184 LAMEA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 185 LAMEA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 186 LAMEA PEDIATRICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 187 LAMEA PEDIATRICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 188 LAMEA ADULTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 189 LAMEA ADULTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 190 LAMEA COCHLEAR IMPLANTS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 191 LAMEA COCHLEAR IMPLANTS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 192 BRAZIL COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 193 BRAZIL COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 194 BRAZIL COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 195 BRAZIL COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 196 BRAZIL COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 197 BRAZIL COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 198 ARGENTINA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 199 ARGENTINA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 200 ARGENTINA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 201 ARGENTINA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 202 ARGENTINA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 203 ARGENTINA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 204 UAE COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 205 UAE COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 206 UAE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 207 UAE COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 208 UAE COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 209 UAE COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 210 SAUDI ARABIA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 211 SAUDI ARABIA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 212 SAUDI ARABIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 213 SAUDI ARABIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 214 SAUDI ARABIA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 215 SAUDI ARABIA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 216 SOUTH AFRICA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD



MILLION

TABLE 217 SOUTH AFRICA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 218 SOUTH AFRICA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 219 SOUTH AFRICA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 220 SOUTH AFRICA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 221 SOUTH AFRICA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 222 NIGERIA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 223 NIGERIA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 224 NIGERIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 225 NIGERIA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 226 NIGERIA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 227 NIGERIA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 228 REST OF LAMEA COCHLEAR IMPLANTS MARKET, 2015 - 2018, USD MILLION

TABLE 229 REST OF LAMEA COCHLEAR IMPLANTS MARKET, 2019 - 2025, USD MILLION

TABLE 230 REST OF LAMEA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2015 - 2018, USD MILLION

TABLE 231 REST OF LAMEA COCHLEAR IMPLANTS MARKET BY FITTING TYPE, 2019 - 2025, USD MILLION

TABLE 232 REST OF LAMEA COCHLEAR IMPLANTS MARKET BY END USE, 2015 - 2018, USD MILLION

TABLE 233 REST OF LAMEA COCHLEAR IMPLANTS MARKET BY END USE, 2019 - 2025, USD MILLION

TABLE 234 KEY INFORMATION – MED-EL GMBH

TABLE 235 KEY INFORMATION – SONOVA HOLDING AG

TABLE 236 KEY INFORMATION – WILLIAM DEMANT HOLDING A/S

TABLE 237 KEY INFORMATION – STARKEY LABORATORIES, INC.

TABLE 238 KEY INFORMATION – GN STORE NORD A/S

TABLE 239 KEY INFORMATION – AMPLIFON SPA

TABLE 240 KEY INFORMATION – WIDEX A/S

TABLE 241 KEY INFORMATION – OTICON MEDICAL AB

TABLE 242 KEY INFORMATION – COCHLEAR LTD.

TABLE 243 KEY INFORMATION – MEDTRONIC PLC

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES: 2019-JUL-2016-JUN)

LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: MED-EL GMBH

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: SONOVA HOLDING AG

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: STARKEY LABORATORIES, INC.

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: GN STORE NARD A/S (GN HEARING A/S)

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: WIDEX A/S

FIG 10 RECENT STRATEGIES AND DEVELOPMENTS: COCHLEAR LTD.

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